

Message Text

UNCLASSIFIED

PAGE 01 WELLIN 05109 01 OF 02 110554Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 /021 W
-----065461 110601Z /11

R 110434Z NOV 77
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 4364
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND POUCH

UNCLAS SECTION 01 OF 02 WELLINGTON 05109

E.O.11652:N/A
TAGS:ETRD,NZ
SUBJECT:VISIT USA SEMINARS IN NEW ZEALAND

USDOC AND TOKYO FOR USTS

1. SUMMARY. IN COOPERATION WITH LOCAL REPS OF AIRLINES, CAR RENTAL, AND OTHER TOURISM-ORIENTED FIRMS, EMBASSY IS PLANNING VISIT USA SEMINARS IN THE THREE MAJOR POPULATION CENTERS EARLY IN 1978. SUPPORT FROM USTS, AND THE SUPPORT ALREADY OFFERED BY AMCONSUL SYDNEY, WILL BE ESSENTIAL IN MAKING THESE EVENTS A SUCCESS. END SUMMARY.

2. PAN AM, AIR NEW ZEALAND, TWA, AMERICAN AIRLINES, AVIS AND HERTZ RENT-A-CAR, AND GREYHOUND HAVE JOINED WITH THE EMBASSY TO ORGANIZE A SERIES OF VISIT USA SEMINARS IN NEW ZEALAND. THEY WOULD BE HELD EARLY NEXT YEAR -- FEBRUARY 27 IN AUCKLAND, MARCH 1 IN WELLINGTON, AND MARCH 3 IN CHRISTCHURCH -- SO AS TO MESH WITH THE SEMINARS BEING HELD BEGINNING MARCH 7 IN AUSTRALIA. IN ADDITION TO THE FIRMS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 WELLIN 05109 01 OF 02 110554Z

LISTED ABOVE, LOCAL REPS OF HILTON, HOLIDAY INNS, TRAILWAYS, TRAVELODGE, AND AMTRAK HAVE ASKED TO BE KEPT INFORMED OF PLANNING AND INDICATE THAT THEY WILL LIKELY WANT TO TAKE PART.

3. OUR INTENTION IS THAT EACH PARTICIPANT WILL HAVE A TABLE OR BOOTH AT WHICH HE WILL MAKE HIS

PRESENTATION, WITH THE INVITED TRAVEL AGENCY PERSONNEL MOVING FROM TABLE TO TABLE. ALTERNATIVELY, IF BOOTH-TYPE DISPLAYS ARE NOT USED, THE PARTICIPANTS WOULD ROTATE WHILE THE AGENTS SIT STILL. WE ENVISAGE TWO SEPARATE SESSIONS PER DAY, EACH CONSISTING OF ABOUT THREE HOURS WITH A COFFEE BREAK AT MID-POINT. FIRM DECISIONS ON FORMAT AND ORGANIZATION HAVE BEEN POSTPONED UNTIL WE HAVE A CLEARER INDICATION OF THE NUMBER OF PARTICIPANTS.

4. WE ARE WRITING TO SEVERAL STATES AND CITIES, AS WELL AS SELECTED NATIONAL PARKS AND ATTRACTIONS, TO INVITE THEM TO SEND REPRESENTATIVES AND/OR MATERIALS TO BE DISTRIBUTED. IN DOING SO, WE ARE ALSO REFERRING TO THE SEMINARS IN AUSTRALIA AND SUGGESTING THAT ANY ADDRESSEES INTERESTED IN THE PROGRAM THERE CONTACT AMCONSUL SYDNEY FOR DETAILS. OUR EFFORT IS CONCENTRATING ON THE FAR AND NORTH WEST, ALASKA, HAWAII, NEW ORLEANS, FLORIDA, WASHINGTON, D.C. AND NEW YORK.

5. WE WOULD WELCOME ANY PARTICIPANTS BASED IN AUSTRALIA WHO MIGHT WISH TO JOIN IN THE NEW ZEALAND PROGRAM, AND APPRECIATE SYDNEY'S OFFER TO RAISE THE SUBJECT AT THEIR NOVEMBER 15 COMMITTEE MEETING. OUR COMMITTEE WILL RE-
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 WELLIN 05109 01 OF 02 110554Z

CONVENE DECEMBER 14, AND EXPRESSIONS OF INTEREST RECEIVED BY THAT TIME WOULD BE MOST HELPFUL.

6. WE ARE PLANNING ON THE BASIS THAT ALL COSTS -- VENUE, REFRESHMENTS, PRINTING, POSTAGE, PUBLICITY, FURNITURE OR BOOTH RENTAL, AND, IF NEEDED, SHUTTLE BUS SERVICE TO AND FROM THE SITE -- WILL BE DIVIDED EQUALLY AMONG THE PARTICIPANTS. HOWEVER, EVEN A MODEST FINANCIAL CONTRIBUTION FROM USTS AS A SIGN OF INTEREST AND SUPPORT WOULD BE WELCOME. IN ADDITION, USTS SUPPORT IN THE FORM OF PRINTED MATERIALS (BROCHURES AND POSTERS) IN BULK IS VITAL. THE TWO SHIPMENTS KINDLY MADE AVAILABLE TO US BY SYDNEY THUS FAR HAVE HELPED TO FILL A GLARING VOID, BUT IN MOVING TO THE SEMINAR STAGE WE NEED SUBSTANTIAL QUANTITIES OF MATERIALS IF THE EVENTS ARE TO ACHIEVE MAXIMUM IMPACT. WE WOULD ALSO WELCOME THE PRESENCE FOR OUR SEMINARS OF FRITZ SCHMITZ WHO, WE UNDERSTAND, EXPECTS TO TAKE PART IN THE AUSTRALIA PROGRAM.

7. WHILE THE SEMINARS WOULD BE DIRECTED SOLELY

AT THE TRAVEL TRADE, CONSIDERATION IS BEING
GIVEN TO THE POSSIBILITY OF ORGANIZING CON-
CURRENT EVENTS AIMED AT THE MEDIA AND/OR THE
GENERAL PUBLIC, EITHER BY THE SEMINAR COMMITTEE
OR BY INDIVIDUAL TRAVEL COMPANIES. EMBASSY WOULD
BE GRATEFUL TO LEARN WHETHER USTS MIGHT BE ABLE
TO MAKE TRAVEL FILMS AVAILABLE FOR THIS PURPOSE,
EITHER ON LOAN OR FOR PERMANENT RETENTION.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 WELLIN 05109 02 OF 02 110555Z
ACTION EB-08

INFO OCT-01 EA-12 ISO-00 /021 W
-----065624 110602Z /11

R 110434Z NOV 77
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 4365
AMEMBASSY TOKYO
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 02 OF 02 WELLINGTON 05109

USDOC AND TOKYO FOR USTS

HEALY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: VISITS, TOURISM PROMOTION, SEMINARS
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977WELLIN05109
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770416-0969
Format: TEL
From: WELLINGTON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771167/aaaacezn.tel
Line Count: 154
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2f9d801b-c288-dd11-92da-001cc4696bcc
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 19-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 615211
Secure: OPEN
Status: NATIVE
Subject: VISIT USA SEMINARS IN NEW ZEALAND USDOC AND TOKYO FOR USTS
TAGS: ETRD, NZ
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2f9d801b-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009